

## CLAIMS

What is claimed is:

1 1. A method of business engagement, comprising the steps of:  
2 defining an engagement model which will be used to address a  
3 marketplace requirement;  
4 thereafter using said engagement model to create an  
5 industry-wide engagement template applicable to all  
6 businesses in said marketplace;  
7 modifying said industry-wide engagement template to address  
8 requirements of a specific client within said marketplace;  
9 and  
10 thereafter measuring, monitoring, and controlling a client  
11 engagement based upon said modified industry-wide engagement  
12 template.

1        2. The method of claim 1, further comprising the steps of  
 2        enabling a generic engagement model for addressing said  
 3        marketplace requirement, and generating work product  
 4        descriptions specified by said engagement model.

1        3. The method of claim 1, further comprising using said  
 2        engagement model to create a plurality of industry-wide  
 3        engagement templates each said template applicable to all  
 4        businesses in each of a respective plurality of industries  
 5        in said marketplace.

1        4. The method of claim 2, wherein said generic engagement  
 2        model includes definitions of best practices and reusable  
 3        assets.

1        5. The method of claim 1, further including the step of  
 2        creating attack, resource, and deployment plans for said  
 3        client engagement using said modified industry-wide  
 4        engagement template.

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1 6. The method of claim 2, further including the step of  
2 cyclically redefining said modified industry-wide engagement  
3 template while deploying said work product descriptions.

1 7. The method of claim 1, further including the step of  
2 allocating resources to further attack said marketplace  
3 requirement based upon said monitoring.

1 8. A computer program product for instructing a processor to  
2 assist in performing a business engagement process, said  
3 computer program product comprising:

4 a computer readable medium;

5 first program instruction means for defining an engagement  
6 model which will be used to address a marketplace  
7 requirement;

8 second program instruction means for thereafter using said

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9 engagement model to create an industry-wide engagement  
10 template applicable to all businesses in said marketplace;

11 third program instruction means for modifying said  
12 industry-wide engagement template to address requirements of  
13 a specific client within said marketplace; and

14 fourth program instruction means for thereafter measuring,  
15 monitoring, and controlling a client engagement based upon  
16 said modified industry-wide engagement template; and wherein

17 all said program instruction means are recorded on said  
18 medium.

1 9. The computer program product of claim 8, wherein one or  
2 more of said program instruction means are adapted to permit  
3 entry or exit from said respective program instruction  
4 means.